

ACCESS



To Business Opportunities

Teaming in Tough Times—A Matter of Life and Death

Batman had Robin. Even the Lone Ranger had Tonto. The concept of team plays a crucial role in achieving success—especially in today's economy.

Vadim Kotelnikov, a renowned business coach, advises clients, "Focus your firm's resources on what you do best and what creates a sustainable competitive advantage and tap to the resources of others for the rest. To decide why, when and how to partner with others for complementary resources, weigh the small amount of cost savings that doing non-core-competence tasks might bring against the distraction and investment that will be required to stay up to date over time." In short, don't expend time and resources trying to be the company you are not. Partner up for secondary competencies.

Mark Stevens, author of *Extreme Management*, writes, "For generations companies built moats between themselves and their competitors. Today the most successful companies build bridges. And that's only the beginning". A typical strategic alliance process will include the following steps:

- 1.) Strategy Development;
- 2.) Partner Assessment;
- 3.) Contract Negotiation;
- 4.) Alliance Operation; and
- 5.) Alliance Termination.

The most popular types of partnerships or strategic alliances are: joint ventures, non-equity strategic alliances, and equity alliances. According to the Trendsetter Barometer Survey regarding the business outlook over the next year, the most prevalent expected initiatives are new strategic alliances, new joint ventures, and purchase of another business. From the 4th quarter of 2009 to the 1st quarter of 2010, interest in the joint venture and the purchase of another business initiative, particularly, increased 3% according to the report.

"GOOD LUCK & GODSPEED, GINGER!"

Ginger Cunningham, a long-time EBOCO employee and friend, retired in August. With a colorful and charismatic style all her own, Ginger helped thousands of vendors and many departmental representatives through the certification process for more than a decade as a Contract Compliance Investigator.

While Ginger's plans include spending more time with family, and running a consulting business, she's also enjoying the perks of retirement. "I love not having to get up early and come in to work after a holiday!", she says. We wish Ginger the best in all of her endeavors and we congratulate her on an outstanding job!

Tia Roseboro, Contract Compliance Investigator, has assumed Ginger's responsibilities. If you'd like to reach Tia, who is also the M/FBE coordinator for the city, please contact her at throseboro@columbus.gov or call at (614) 645-2203. She is more than happy to assist you.

ARE YOU READY?

September is National Preparedness Month (NPM). 2010 marks the seventh annual NPM which is designed to raise the awareness of individuals, businesses, and communities about the importance of being ready to cope with emergencies, including natural disasters, mass casualties, biological and chemical threats, radiation emergencies, and terrorist attacks. If you have not, please take the following four steps:

- [Get a Kit.](#)
- [Make a Plan.](#)
- [Be Informed.](#)
- [Get Involved.](#)

For more information on how to prepare your business, please contact the EBO Office or visit: www.ready.gov. Commit to planning for your business today. By doing so, you will help support employees, customers, the community, the local economy and even the country! Get ready—now.

"The most successful people are those who are good at Plan B."
--James York

Michael B. Coleman, Mayor

Frederick J. Yates, Director



KEEP YOU INFORMED OF WHAT'S GOING ON!

Outreach Events 2010-11

"HOW TO DO BUSINESS WITH THE CITY OF COLUMBUS "

Tuesday, September 21, 2010

Tuesday, December 14, 2010

Wednesday, March 16, 2011

Wednesday, June 15, 2011

**Seminars held at the EBO Office
from 9:30am – 11:30 am**

INCREASE CDC

Community Development Corporation

7th ANNUAL BUSINESS & COMMUNITY RESOURCES EXPO

Date: Thursday, October 14, 2010

Time: 5:00pm-8:00pm

Location: Aladdin Shrine Center
3850 Stelzer Rd.
Columbus, OH 43219

The EXPO is tradeshow displaying a variety of resources for central Ohio entrepreneurs and community residents. For more information, please visit www.increasecdc.org or call (614) 476-1758.

EBO SERVICES

CERTIFICATION:

Minority/Female Business Enterprise Certification—EBO also offers *free* gender- and race-based certification. Becoming a certified M/FBE makes it easier to identify those ready, willing, and able to perform on city contracts.

Contract Compliance Certification—

EBO houses the Office of Contract Compliance (OCC). OCC is responsible for ensuring that everyone who does business with the City of Columbus has a valid Contract Compliance number. To receive this *free* two-year certification, a company must complete an application verifying that the company is an Equal Opportunity Employer. The application can be found at the Vendor Services link on the City of Columbus website, www.columbus.gov.

OUTREACH:

Business Start-up Counseling—Want to start a business? We are happy to provide resources to help you get started.

Bid Counseling—Specialists are available to help certified businesses understand bidding requirements and provide training in responding correctly to bids and proposals.

Outreach—EBO offers a variety of outreach activities to help businesses understand the City's purchasing process and to provide technical assistance.

REVIEW:

Legislation and Contract Review—Specialists review City legislation and contracts to verify that contractors are selected in accordance with City purchasing policy and guidelines.

To find out more about our services, go to our website at www.columbus.gov and click on the EBO link